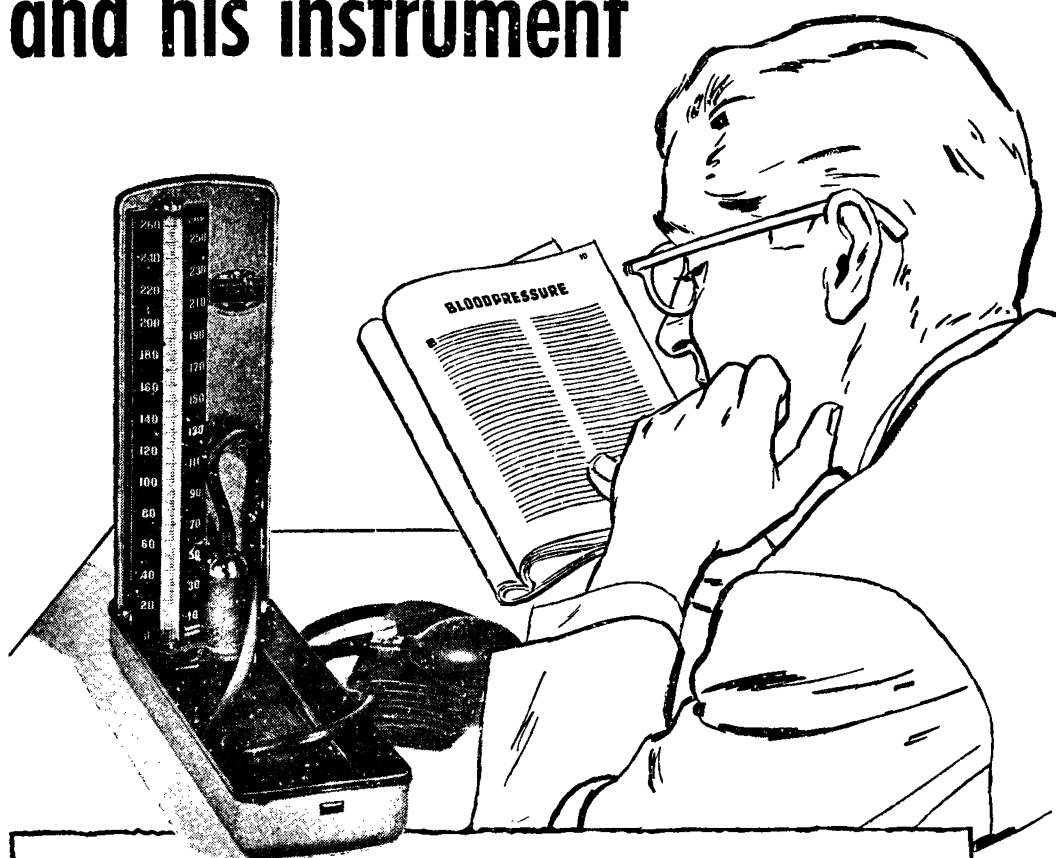


The thoughtful doctor... and his instrument



Diagnosis gains new accuracy from the constant flow of facts provided by clinical research. For instance on hypertension alone a single medical journal in 1950 published 84 articles, abstracts or other items on this subject, concrete evidence of the never-ending search for more specific signposts in diagnosis. More recently it has been suggested¹ that the generally accepted limits of normal bloodpressure may be too low. As a result of such reports, the thoughtful doctor realizes that exact bloodpressure readings are more important than ever.

But any measuring device, to provide significant data, must measure accurately. The thoughtful doctor knows this, too. Naturally he selects an instrument which is guaranteed to give him reliable readings—every time.

Such an instrument is the Kompak Model Lifetime Baumanometer. As is true of every Baumanometer, it is scientifically accurate and guaranteed to remain so. The Kompak moreover is versatile—always ready on desk or in bag to give meaningful bloodpressure readings—quickly and easily.

1. New and Old Definitions of Normal Blood Pressure: Clinical Significance of the Newly Established Limits. Bull. New York. Acad. Med. 27:452, July 1951.

Your surgical instrument dealer will be glad to show you the Kompak Model at your convenience.

Lifetime
Baumanometer
STANDARD FOR BLOODPRESSURE

hormones
by the
buccal route

Optimal utilization with minimal dosage
Effectiveness approximating parenteral therapy
Convenience of administration
Economy — cost per milligram

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Buccal Tablets: 2 mg.
Desoxycorticosterone
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Buccal Tablets: 2.5,
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Gantrisin[®] 'Roche'

antibacterial action plus...



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Gantrisin is a sulfonamide so soluble that there is no danger of renal blocking and no need for alkalinization.



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Gantrisin not only produces a higher blood level but also provides a wider antibacterial spectrum.



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Gantrisin is far more economical than antibiotics and triple sulfonamides.



less sensitization

Gantrisin is a single drug—not a mixture of several sulfonamides—so that there is less likelihood of sensitization.

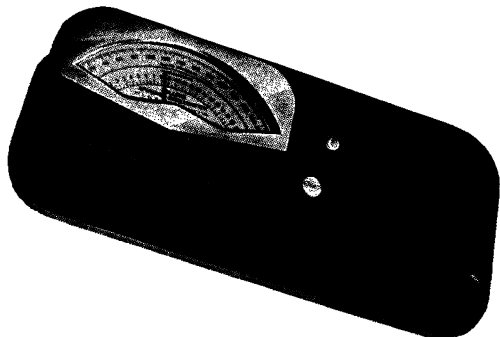
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(3,4-dimethyl-5-sulfanilamido-isoxazole)

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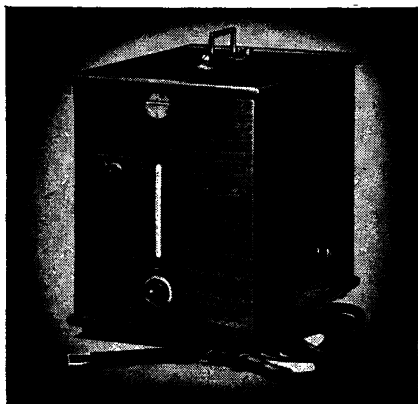
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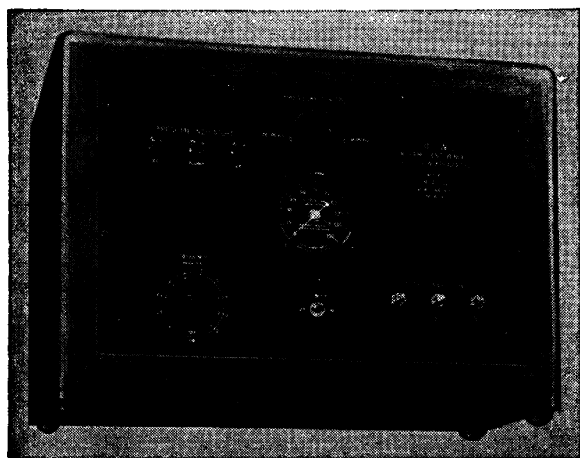
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is a blood pressure apparatus and an oscillometer in one instrument—the most important diagnostic aid in Peripheral Vascular Diseases.....**\$42.00**



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is the standard the world over for taking skin temperature. Any number of consecutive readings can be taken without lag or calculations of any kind. Additional junction for taking intra-muscular readings**\$125.00**



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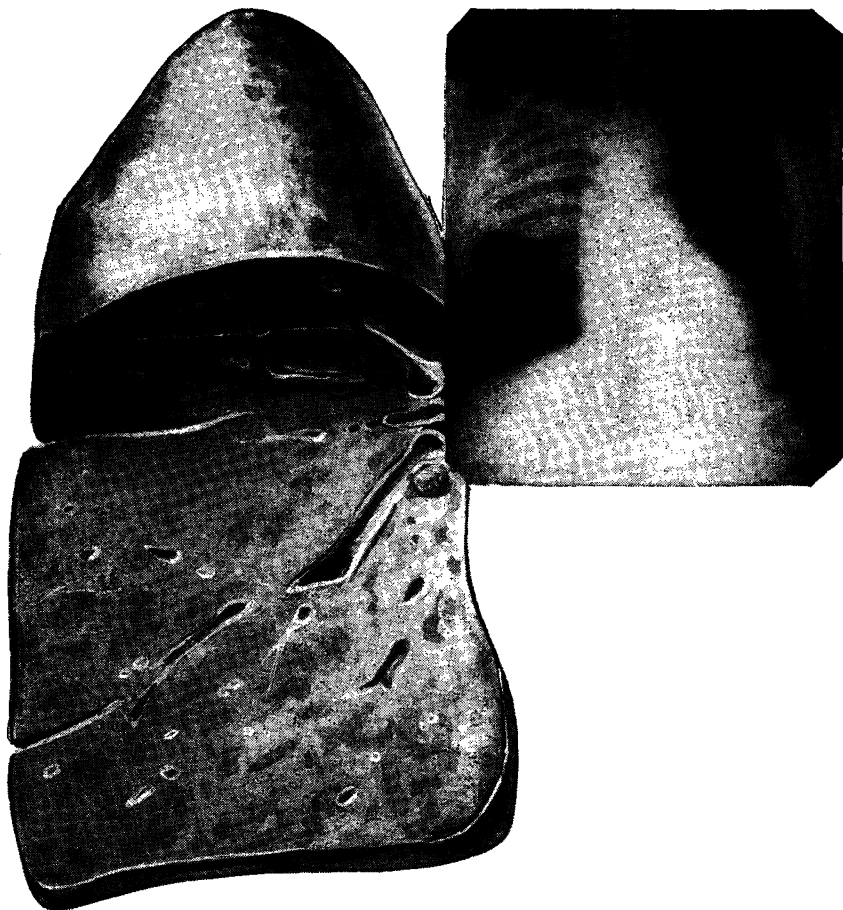
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The prompt response to Terramycin therapy in lobar pneumonia is consistent with results obtained in primary atypical pneumonia, bronchopneumonia and other infections of the respiratory tract. In a typical series of pediatric cases, Terramycin-treated, "temperatures returned to normal in 24 to 48 hours after therapy was begun. The clinical appearance of marked improvement took place during the same period."

*Potterfield, T. G., and Starkweather, G. A.:
J. Philadelphia General Hosp. 2:6 (Jan.) 1951.*

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available | Capsules, Elixir, Oral Drops, Intravenous,
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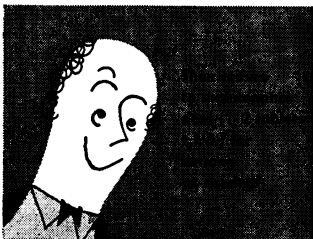
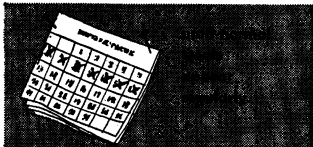
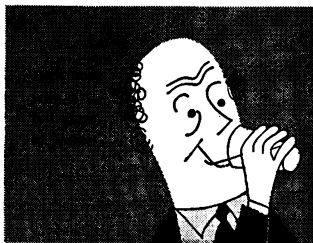
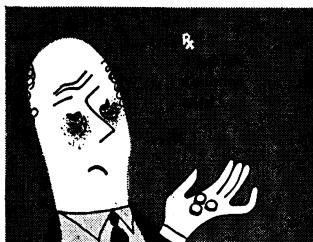
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CHAS. PFIZER & CO., INC., Brooklyn 6, N. Y.

constipation

Cellothyl



The problem of **Intestinal Stasis**

The physician finds in treating intestinal stasis that the patient has usually "doctored" himself for years with cathartics or enemas; his bowel habits may be bad; he is often convinced that not constipation but "something else" is wrong.

Despite these handicaps to therapy, the patient can be convinced that his condition is correctible, even where it has existed for years. But first he must accept the idea that he is being offered neither a "quick cure" nor mere temporary relief; that the goal of therapy is *correction*.

As corrective therapy, Cellothyl affords special advantage for it acts to rectify several common, often co-existing factors:

1 bulk deficiency . . . by providing adequate bulk of proper consistency

2 hypomotility . . . by encouraging peristalsis through gentle mechanical stimulation

3 inspissation . . . by retaining water

4 dyschezia . . . by assuring soft, moist, easily passed stools.

Normal, well-formed stools usually begin to appear in 3 to 4 days. However, bowel function improves markedly only when therapy is continued until Cellothyl's peristalsis-stimulating bulk achieves intestinal regularity.

Where an anticonstipation regimen is required, a simplified program is available in a small leaflet entitled "7 Rules for 7 Days". After outlining the faulty habits which cause intestinal dysfunction—poor diet, delayed defecation, etc.—it presents 7 simple rules to be followed for at least 7 days. To obtain copies: write "7 Rules" on a prescription blank and forward to Chilcote Laboratories, Morris Plains, New Jersey.

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METHYLCCELLULOSE
ESPECIALLY PREPARED
BY THE
CHILCOTT PROCESS



Available: Cellothyl Tablets (0.5 Gram)
in bottles of 100, 500 and 5000.

Cellothyl Granules, for pediatric use,
in bottles of 25 and 100 Grams.

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DIVISION OF **The Maltine Company**

MORRIS PLAINS, NEW JERSEY

yes

*the answer to more
effective treatment of*

many common infections is NEOPENZINE

(Penicillin with Sulfonamides, Lilly)

Has this combination of penicillin in high dosage with mixed sulfonamides a wider spectrum of antibacterial activity than any single bacteriostatic or bactericidal agent?	→ yes
Can orally administered penicillin cause fewer hypersensitive reactions than injected penicillin?	→ yes
Is penicillin as effective by the oral route as by injection if given in adequate doses?	→ yes
Is there positive assurance that the penicillin in 'Neopenzine' is protected from potency loss?	→ yes
Has the mixture of sulfonamides in 'Neopenzine' been demonstrated to be safer systemic therapy than single sulfonamides?	→ yes
Can 'Neopenzine' save time for the busy practitioner?	→ yes

Each Tablet 'Neopenzine' contains 300,000 units of penicillin—G, crystalline-potassium. Each 5 cc. (approximately one teaspoonful) of Suspension 'Neopenzine' contain 200,000 units. The latter is prepared by combining the contents of the potency-protector package. Each tablet or each 5 cc. of suspension also contain 0.167 Gm. each of sulfadiazine, sulfamerazine, and sulfamethazine.

Dosage for adults: 2 tablets four times daily.

Dosage for children: Suspension (or tablets) in proportion to weight.

Detailed information and literature on 'Neopenzine' are personally supplied by your Lilly medical service representative or may be obtained by writing to

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(The Council on Pharmacy and Chemistry of the American Medical Association has adopted the following statement of Actions and Uses and of Dosage for publication in connection with a description of Banthine Bromide for inclusion in New and Nonofficial Remedies)

METHANTHELINE BROMIDE.—*Banthine*[®] Bromide (Searle)

β -diethylmethylaminoethyl 9-xanthenecarboxylate bromide

Actions and Uses.—Methantheline bromide, a parasympatholytic agent, produces both the peripheral action of anticholinergic drugs such as atropine and the ganglionic blocking action of drugs such as tetraethylammonium chloride. Tolerated amounts of methantheline bromide exert side effects typical of atropine-like drugs, but cause less tachycardia, and also less postural hypotension than does tetraethylammonium chloride. Toxic doses produce a curare-like action at the somatic neuromuscular junction.

Clinical studies indicate that the drug effectively inhibits motility of the gastrointestinal and genitourinary tracts and, to a variable degree, diminishes the volume of perspiration and salivary, gastric and pancreatic secretions. It also decreases mucoprotein secretion. Like atropine, it produces mydriasis and cycloplegia when applied locally to the eye or administered systemically, but until more clinical evidence becomes available, its local use for this purpose is not recommended. The value of the drug for preventing abnormal cardiac reflexes through the vagus during thoracic surgery, or as an agent for routine preoperative medication in place of atropine, requires further investigation before final conclusions can be reached.

Methantheline bromide is indicated for clinical use whenever anticholinergic spasmolytic action is desired, provided it is not contraindicated because of its atropine-like characteristics or because of a patient's intolerance to the unavoidable side effects of such therapy. It is useful as an adjunct in the management of peptic ulcer, chronic hypertrophic gastritis, certain less specific forms of gastritis, pylorospasm, hyperemesis gravidarum, biliary dyskinesia, acute and chronic pancreatitis, hypermotility of the small intestine not associated with organic change, ileostomies, spastic colon (mucous colitis, irritable bowel), diverticulitis, ureteral and urinary bladder spasm, hyperhidrosis or control of normal sweating which aggravates certain dermatoses, and control of salivation.

Methantheline bromide produces some degree of cycloplegia and mydriasis in therapeutic doses and

therefore should not be administered to patients with glaucoma. It sometimes decreases the ability to read fine print. Xerostomia (dryness of the mouth) is a common, sometimes transient, side effect. Urinary retention of varying degree may occur in elderly male patients with prostatic hypertrophy, and some patients may have difficulty emptying the rectum. Patients with edematous duodenal ulceration may experience nausea and vomiting during initial administration of the drug. These patients should take only liquids during the institution of drug therapy. All patients should be advised of the possible occurrence of side effects. Overdosage sufficient to produce a curare-like action may be counteracted by prompt subcutaneous injection of 2 mg. of neostigmine methylsulfate.

Dosage.—Methantheline bromide is administered orally or parenterally by either the intramuscular or intravenous route. Parenteral administration is not advised for patients able to take the drug orally. The average initial adult dose, oral or parenteral, is 50 mg. For patients with considerable intolerance, 25 mg. may be employed. In the management of peptic ulcer, a beginning schedule of 50 mg. three times daily before meals and 100 to 150 mg. on retiring is suggested. However, the usual effective dose is 100 mg. four times daily, although some patients may require more or less than this amount. The dosage may be increased to tolerance, using dryness of the mouth as a guide, and adjusted to meet the individual response of patients. Maintenance dosage in peptic ulcer is usually considered to be about one-half the therapeutic level. In the management of other hypermotile or hypersecretory states, the dosage should be adjusted to the smallest amount which will relieve the symptoms. When spastic conditions are secondary to inflammatory or other organic lesions, therapy directed toward the cause should be employed whenever possible.

G. D. SEARLE & CO.

Tablets Banthine Bromide: 50 mg.

Ampuls Banthine Bromide: 50 mg.

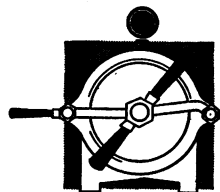
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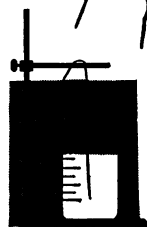
2. *Withstands repeated sterilization:* New Anacap Silk can be boiled or autoclaved *six separate times* without appreciable change in either strength or texture. In laboratory tests almost the full original strength is maintained even after 23½ hours of boiling.



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a "chemical fence" for the alcoholic

"ANTABUSE"

"Antabuse"—nearly three years under intensive clinical investigation—is now available for the treatment of alcoholism. By setting up a sensitizing effect to ethyl alcohol, "Antabuse" builds a "chemical fence" around the alcoholic...helps him develop a resistance to his craving. Its high degree of efficacy is confirmed by extensive clinical evidence.

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tablets of 0.5 Gm.,
bottles of 50
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clinics...by more than 800 qualified investigators
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more than 200 laboratory and clinical reports.

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So inviting in flavor, color and aroma...

MULCIN

puts a smile
in the
vitamin
spoon



Vitamin time becomes a happy time when young patients see Mulcin coming! The refreshing orange flavor, pleasant aroma and sunny yellow color of this vitamin emulsion bring smiles to their faces. Mulcin's texture is smooth and light, with no trace of stickiness.

Pouring is easy. Stable at room temperature, Mulcin needs no refrigeration. Children like taking Mulcin directly from the spoon. For infants, Mulcin may be mixed with formula, fruit juice or water.

A product of true pharmaceutical elegance and maximum acceptability, Mulcin is a distinguished member of Mead's vitamin family.

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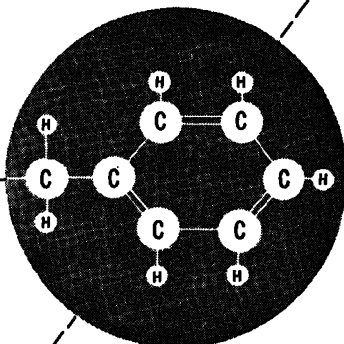
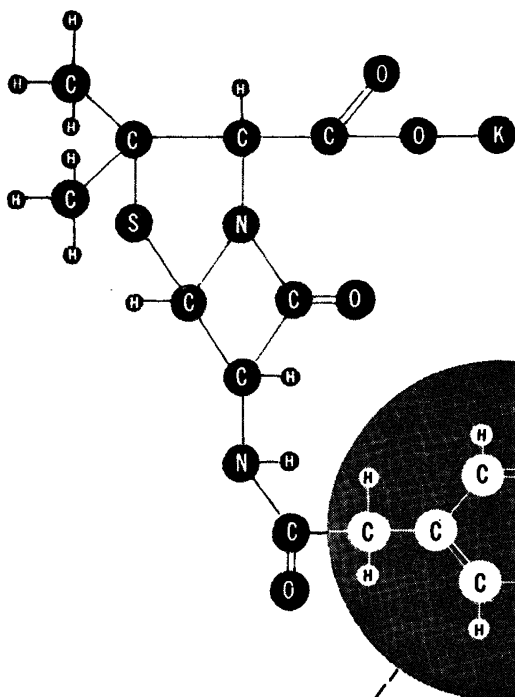
Vitamin A	3000 units
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Thiamine	1.0 mg.
Riboflavin	1.2 mg.
Niacinamide	9.0 mg.
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Available in 4 oz. and economical 1 pint bottles.

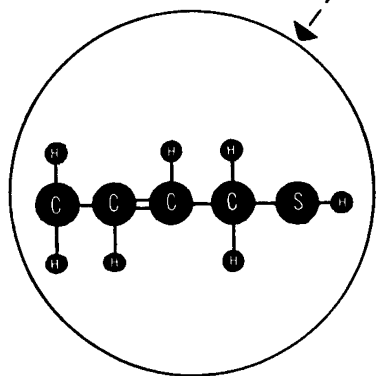


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(ALLYLMERCAPTOMETHYL PENICILLIN)

The replacement of the benzyl by an allylmercaptomethyl group is a "change for the better"

1. Affording a lower incidence of allergic reactions.
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TABLETS

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One capsule and one tablet, taken at bedtime will provide almost all patients with eight hours relief and sleep. The relief can be sustained by using the capsules during the day at 4 hour intervals as required.

Each capsule and enteric-coated tablet contains:

Theophylline Sodium Acetate(3 gr.) 0.2 Gms.

Ephedrine Sulfate(½ gr.) 30 Mg.

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INCREASING supplies of CORTONE* now offer many physicians their first opportunity to prescribe this dramatically effective hormone.

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mit most patients to benefit materially . . . without fear of undesired effects.

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*CORTONE is the registered trade-mark of Merck & Co., Inc. for its brand of cortisone.



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when other
external therapy
seems to get
nowhere...

accelerate healing with

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corroborates the "notable"¹ success of
Desitin Ointment in easing pain and
stimulating smooth tissue repair in lacerated,
denuded, chafed, irritated, ulcerated
tissues — often in stubborn conditions
where other therapy fails.



Protective, soothing, healing,
Desitin Ointment is a non-irritating,
blend of high grade, crude
Norwegian cod liver oil (with its
unsaturated fatty acids and high
potency vitamins A and D in proper
ratio for maximum efficacy), zinc
oxide, talcum, petrolatum, and
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or excrements. Dressings easily applied and painlessly
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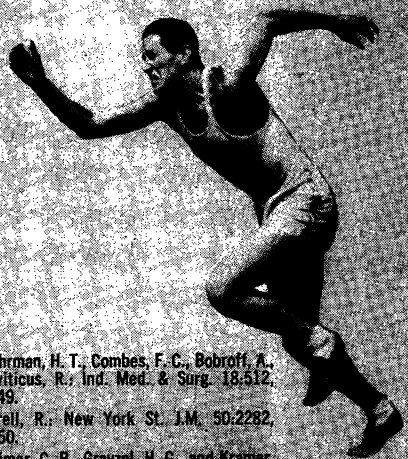
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(especially slow healing)
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1. Behrman, H. T., Combes, F. C., Bobroff, A.,
Leviticus, R.; Ind. Med. & Surg. 18:512,
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2. Turell, R.; New York St. J.M. 50:2282,
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3. Heimer, C. B., Grayzel, H. G., and Kramer
B.; Archives Pediat. 68:382, 1951.



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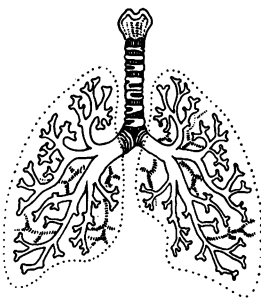
CHLOROMYCETIN Ophthalmic Ointment, 1%, $\frac{1}{2}$ ounce collapsible tubes.

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PARKE, DAVIS & COMPANY



'Eskel' relieves 60% of bronchial asthma attacks..



from the May-June issue of the Annals of Allergy¹:

CONCLUSIONS

['Eskel'], in 100 mg. doses, relieved a significant percentage (60 per cent) of patients observed during the acute attack of asthma... Side reactions... occurred in a low percentage of clinic patients...

One advantage of the administration of ['Eskel'] is its prolonged duration of action. Also, since ['Eskel'] has little effect on blood pressure when given in ordinary dosage, it should be particularly useful in asthmatics with concomitant hypertension.

From the results obtained in this series of forty-five patients and from other patients now under observation, it is felt that ['Eskel'] will have a useful place in the treatment of bronchial asthma.

Two tablet sizes

'Eskel' is now available in *two* tablet sizes: 20 mg. (new) and 40 mg.

Each tablet contains a blend of active principles, chiefly khellin, extracted from the plant *Ammi visnaga*.

1. Derbes, V.J., et al.: Observations on the Action of Khellin in Attacks of Bronchial Asthma, *Ann. Allergy* 9:354 (May-June) 1951.

'Eskel' T.M. Reg. U.S. Pat. Off.

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IN RECOMMENDED DOSAGE — 1 capsule t.i.d.
— Rubragran supplies *truly therapeutic amounts*
of four fundamental factors in normal red blood
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RUBRAGRAN FORMULA	1 capsule	1 capsule
	supplies	t.i.d. supplies
Vitamin B ₁₂	25 mcgm.	75 mcgm.
Folic Acid	1.67 mg.	5 mg.
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Iron (elemental)	67 mg.	200 mg.
(as ferrous sulfate exsic.)	230 mg.	690 mg.
Desiccated Liver	100 mg.	300 mg.

Bottles of 100 and 500

Because of the serious nature of the disease, true addisonian pernicious anemia should not be treated with oral preparations. Parenteral Rubramin or Liver Injection should be used.

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Each Chocolate Coated Tablet Contains Ext. Valerian (highly concentrated) 0.05 Gm. dispergitized finely subdivided for maximum efficiency
TASTELESS, ODORLESS, NON-DEPRESSANT SEDATIVE and EUPHORIC
VALERIANETS-DISPERT are indicated in cases of nervous excitement and exhaustion, anxiety and depressive states, cardiac and gastrointestinal neuroses, menopausal and menstrual molimina, insomnia.

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WET DRESSING Use
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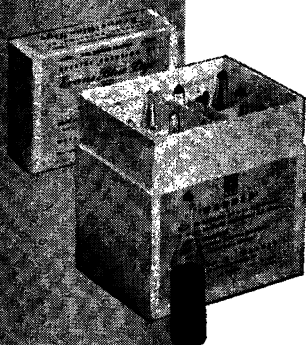
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Hamblen, E. C.: North Carolina M. J.
7:533 (Oct.) 1946.

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*Perloff, W. H.: Am. J. Obst. & Gynec. 58: 684 (Oct.) 1949.

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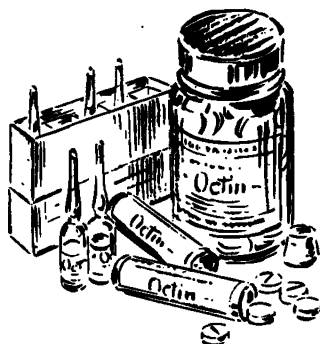
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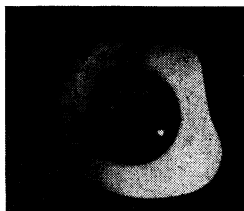
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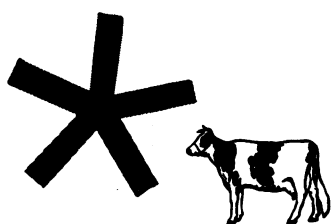
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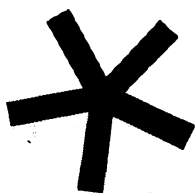
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1. Clein, N.W.: Cow's Milk Allergy in Infants, *Annals of Allergy*, 9:195, 1951.

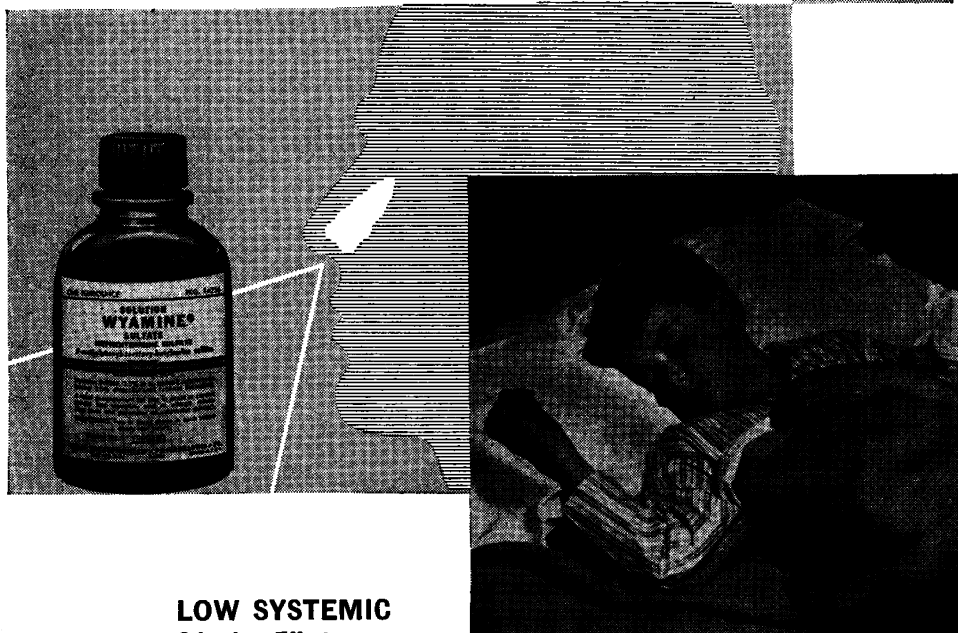
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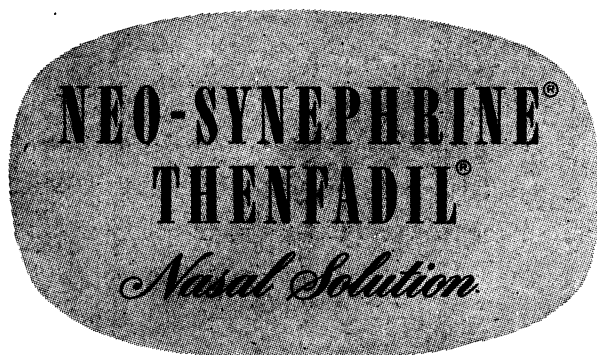
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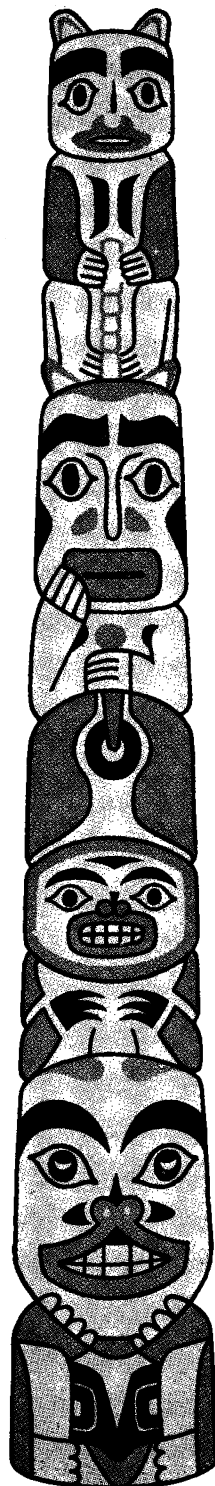
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—Morrison, L. M. and Gonzales, W. F.:
Am. Heart J., 38:471 (Sept. 1949).

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